

Station KTNV-TV LAS VEGAS, NV
Advertiser () .HORSFORD FOR CONGRE
Product STEVEN HORSFORD
Estimate# 1609
Buyer Jesse Demastrie
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 115/122/1609
Flight Dates 09/11/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 33,350
PLS CONFIRM ASAP
THANKS ,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	5A-6A	ACTION NWS@5AM<	:30	\$100.00	09/12-09/14	2	1	2	\$200.00	
	2	SU	5A-6A	ACTN NWS SU@5A	:30	\$75.00	09/16-09/30	1	3	3	\$225.00	
	3	W-F	6A-7A	ACTION NWS@6AM<	:30	\$250.00	09/12-09/14	2	1	2	\$500.00	
	4	W-F	7A-9A	GD MRN AMR-ABC<	:30	\$250.00	09/12-09/14	2	1	2	\$500.00	
	5	SA	7A-8A	GD MRN-SAT-ABC	:30	\$125.00	09/15-09/29	1	3	3	\$375.00	
	6	SU	8A-830A	ACTN NWS SU@8A	:30	\$125.00	09/16-09/30	1	3	3	\$375.00	
	7	SU	10A-11A	THIS WEEK	:30	\$225.00	09/16-09/30	1	3	3	\$675.00	
	8	W-F	9A-10A	MORNING BLEND<	:30	\$150.00	09/12-09/14	1	1	1	\$150.00	
	9	W-F	10A-11A	VIEW-ABC	:30	\$400.00	09/12-09/14	1	1	1	\$400.00	
	10	W-F	11A-12P	ACTN NEWS@11AM<	:30	\$150.00	09/12-09/14	1	1	1	\$150.00	
	11	W-F	12P-3P	VARIOUS	:30	\$225.00	09/12-09/14	1	1	1	\$225.00	

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	12	W-F	430P-5P	ACCESS HOLLYWD<	:30	\$150.00	09/12-09/14	1	1	1	\$150.00	
	13	W-F	4P-430P	ACTION NWS@4PM<	:30	\$150.00	09/12-09/14	1	1	1	\$150.00	
	14	W-F	5P-530P	ACTION NWS@5PM<	:30	\$200.00	09/12-09/14	2	1	2	\$400.00	
	15	W-F	6P-7P	WORLD NEWS TONIGHT	:30	\$200.00	09/12-09/14	2	1	2	\$400.00	
	16	SU	6P-630P	SUNDAY NEWS 6PM	:30	\$125.00	09/16-09/30	1	3	3	\$375.00	
	17	W-F	7P-730P	ACCESS HOLLYWD<	:30	\$300.00	09/12-09/14	2	1	2	\$600.00	
	18	W-F	730P-8P	MILLIONAIRE<	:30	\$350.00	09/12-09/14	2	1	2	\$700.00	
	19	M	8P-10P	DANCING	:30	\$1,000.00	09/17-10/01	1	3	3	\$3,000.00	
	20	F	10P-11P	20/20-FRI-ABC	:30	\$750.00	09/14-09/21	1	2	2	\$1,500.00	
	21	SA	8P-11P	NCAA FTBALL	:30	\$500.00	09/15-09/29	1	3	3	\$1,500.00	
	22	W-F	11P-1135P	NEWS	:30	\$350.00	09/12-09/14	2	1	2	\$700.00	
	23	W-F	1135P-1205A	NIGHTLINE	:30	\$175.00	09/12-09/14	1	1	1	\$175.00	
	24	M	5A-6A	ACTION NWS@5AM<	:30	\$100.00	09/17-09/17	1	1	1	\$100.00	
	25	TU-F	5A-6A	ACTION NWS@5AM<	:30	\$100.00	09/18-09/28	2	2	4	\$400.00	
	26	M	5A-6A	ACTION NWS@5AM<	:30	\$100.00	09/24-10/01	1	2	2	\$200.00	
	27	M	6A-7A	ACTION NWS@6AM<	:30	\$250.00	09/17-09/17	1	1	1	\$250.00	

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	28	TU-F	6A-7A	ACTION NWS@6AM<	:30	\$250.00	09/18-09/28	2	2	4	\$1,000.00	
	29	M	6A-7A	ACTION NWS@6AM<	:30	\$250.00	09/24-10/01	1	2	2	\$500.00	
	30	M	7A-9A	GD MRN AMR-ABC<	:30	\$250.00	09/17-09/17	1	1	1	\$250.00	
	31	TU-F	7A-9A	GD MRN AMR-ABC<	:30	\$250.00	09/18-09/28	2	2	4	\$1,000.00	
	32	M	7A-9A	GD MRN AMR-ABC<	:30	\$250.00	09/24-10/01	1	2	2	\$500.00	
	33	TU-F	9A-10A	MORNING BLEND<	:30	\$150.00	09/18-09/28	1	2	2	\$300.00	
	34	M	9A-10A	MORNING BLEND<	:30	\$150.00	09/24-10/01	1	2	2	\$300.00	
	35	M	10A-11A	VIEW-ABC	:30	\$400.00	09/17-09/17	1	1	1	\$400.00	
	36	TU-F	10A-11A	VIEW-ABC	:30	\$400.00	09/18-09/28	1	2	2	\$800.00	
	37	M	10A-11A	VIEW-ABC	:30	\$400.00	09/24-10/01	1	2	2	\$800.00	
	38	M	11A-12P	ACTN NEWS@11AM<	:30	\$150.00	09/17-09/17	1	1	1	\$150.00	
	39	TU-F	11A-12P	ACTN NEWS@11AM<	:30	\$150.00	09/18-09/28	1	2	2	\$300.00	
	40	M	11A-12P	ACTN NEWS@11AM<	:30	\$150.00	09/24-10/01	1	2	2	\$300.00	
	41	TU-F	12P-3P	VARIOUS	:30	\$225.00	09/18-09/28	1	2	2	\$450.00	
	42	TU-F	430P-5P	ACCESS HOLLYWD<	:30	\$150.00	09/18-09/28	1	2	2	\$300.00	
	43	M	4P-430P	ACTION NWS@4PM<	:30	\$150.00	09/17-09/17	1	1	1	\$150.00	
	44	TU-F	4P-430P	ACTION NWS@4PM<	:30	\$150.00	09/18-09/28	1	2	2	\$300.00	

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	45	M	4P-430P	ACTION NWS@4PM<	:30	\$150.00	09/24-10/01	1	2	2	\$300.00	
	46	M	5P-530P	ACTION NWS@5PM<	:30	\$200.00	09/17-09/17	1	1	1	\$200.00	
	47	TU-F	5P-530P	ACTION NWS@5PM<	:30	\$200.00	09/18-09/28	2	2	4	\$800.00	
	48	M	5P-530P	ACTION NWS@5PM<	:30	\$200.00	09/24-10/01	1	2	2	\$400.00	
	49	M	6P-7P	WORLD NEWS TONIGHT	:30	\$200.00	09/17-09/17	1	1	1	\$200.00	
	50	TU-F	6P-7P	WORLD NEWS TONIGHT	:30	\$200.00	09/18-09/21	3	1	3	\$600.00	
	51	M	6P-7P	WORLD NEWS TONIGHT	:30	\$200.00	09/24-09/24	1	1	1	\$200.00	
	52	TU-F	6P-7P	WORLD NEWS TONIGHT	:30	\$200.00	09/25-09/28	2	1	2	\$400.00	
	53	M	6P-7P	WORLD NEWS TONIGHT	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	
	54	M	7P-730P	ACCESS HOLLYWD<	:30	\$300.00	09/17-09/17	1	1	1	\$300.00	
	55	TU-F	7P-730P	ACCESS HOLLYWD<	:30	\$300.00	09/18-09/28	2	2	4	\$1,200.00	
	56	M	7P-730P	ACCESS HOLLYWD<	:30	\$300.00	09/24-10/01	1	2	2	\$600.00	
	57	M	730P-8P	MILLIONAIRE<	:30	\$350.00	09/17-09/17	1	1	1	\$350.00	
	58	TU-F	730P-8P	MILLIONAIRE<	:30	\$350.00	09/18-09/28	2	2	4	\$1,400.00	
	59	M	730P-8P	MILLIONAIRE<	:30	\$350.00	09/24-10/01	1	2	2	\$700.00	
	60	M	11P-1135P	NEWS	:30	\$350.00	09/17-09/17	1	1	1	\$350.00	

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	61	TU-F	11P-1135P	NEWS	:30	\$350.00	09/18-09/28	2	2	4	\$1,400.00	
	62	M	11P-1135P	NEWS	:30	\$350.00	09/24-10/01	1	2	2	\$700.00	
	63	M	1135P-1205A	NIGHTLINE	:30	\$175.00	09/17-09/17	1	1	1	\$175.00	
	64	TU-F	1135P-1205A	NIGHTLINE	:30	\$175.00	09/18-09/28	1	2	2	\$350.00	
	65	M	1135P-1205A	NIGHTLINE	:30	\$175.00	09/24-10/01	1	2	2	\$350.00	

---REPORT TOTALS---

Report Totals: 131 / \$33,350.00

---SALES MONTHLY TOTALS---

Sep 12: 117 / \$29,325.00 Oct 12: 14 / \$4,025.00

Sales Totals: 131 / \$33,350.00

Station Totals: 131 / \$33,350.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$185,278	KBLR	0%	KLAS	23%	KSNV	19%	KTNV	18%	KTUD	1%
		KVCW	3%	KVMY	8%	KVVU	28%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

Rep Order# 6848652 Ver# 1 Status New
EC'd Yes

Traffic Order# 6848652

Printed: 08/31/2012 8:31 AM
Last Received: 08/30/2012 10:49 AM
Showing Buylines: All Lines

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---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE